

**WTVJ-TV**

**QUARTERLY LIST OF PROGRAMMING  
ADDRESSING COMMUNITY ISSUES**

**April 1 through June 30, 2009**



## **Quarterly Issues and Programs Report**

**April 1 – June 30, 2009**

NBC 6 attempts to serve the public interest, convenience and necessity by presenting broadcast material which treats significant issues of the people in the communities served by NBC 6.

NBC 6 recognizes that it has an ongoing obligation to remain aware of such community issues and to exercise its best judgment as to what broadcast matter should be programmed to treat those needs and interests.

The following is a brief description of such community issues and some of the programs we believe have provided the most significant treatment of such issues during the period April through June 2009 including the title of each program, its time, type, source, date and duration of broadcast.

NBC 6 NEWS. TYPE: News series; SOURCE: Local; TIME: 5:00-7:00 a.m., 11:00-12:00 p.m., 6:00-6:30 p.m., 7:00-7:30 p.m., 11:00-11:35 p.m. DURATION: See times. NBC 6 reporters probe special issues of concern to area residents. Individual stories two to five minutes long, highlight community issues and people. WTVJ brings viewers news, sports, weather, human-interest features, community events, and other reports of interest to local residents. Additionally, NBC 6 produces special segment reports which air on a regular basis covering local economy, education, health and ethnic concerns.

TODAY IN SOUTH FLORIDA. Weekend. TYPE: News; SOURCE: Local; TIMES: Saturday 6:00-7:00 a.m. and 9:00-10:00 a.m.; Sunday 6:00-7:00 a.m. and 9:00-10:00 a.m. DURATION: See above.

### **Community Issues**

Government

Health Connection

Economy

Consumer Connection

Ethnic Polarization

Environment

DTV Transition

Miscellaneous

### Locally Produced Programs

Our locally produced, regularly scheduled programs address community issues, concerns and needs. The programs are as follows:

NBC 6/WTVJ News – Daily Local News Programs – WTVJ’s daily newscasts devote considerable time to local issues and community problems.

Regularly scheduled, locally produced newscasts and programming include:

| <b>Program</b>                         | <b>Time</b>    | <b>Days</b>   |
|--|----------------|---------------|
| NBC 6 Today in South Florida at 5am    | 5:00-5:30 am   | Monday-Friday |
| NBC 6 Today in South Florida at 5:30am | 5:30-6:00am    | Monday-Friday |
| NBC 6 in Today South Florida at 6am    | 6:00-7:00am    | Monday-Friday |
| South Florida Today                    | 11:00-11:30am  | Monday-Friday |
|  |                |               |
| NBC 6 News at 6pm                      | 6:00-6:30 pm   | Monday-Friday |
| South Florida Nightly News at 7pm      | 7:00-7:30pm    | Monday-Friday |
| South Florida Tonight                  | 11:00-11:30 pm | Monday-Friday |
|  |                |               |
| Today in South Florida Saturday        | 6:00-7:00am    | Saturday      |
| Today in South Florida Saturday        | 9:00-10:00am   | Saturday      |
| NBC 6 News at 6pm                      | 6:00-6:30 pm   | Saturday      |
| South Florida Tonight                  | 11:00-11:30 pm | Saturday      |
|  |                |               |
| Today in South Florida Sunday          | 7:00-8:00am    | Sunday        |
| Today in South Florida Sunday          | 9:00-10:00am   | Sunday        |
| NBC 6 News at 6pm                      | 6:00-6:30 pm   | Sunday        |
| South Florida Tonight                  | 11:00-11:30 pm | Sunday        |

## **GOVERNMENT**

NBC 6 is devoted to covering a myriad of local, national, and international government issues during its newscast. The coverage includes profiles of policy makers, political debates and school board issues.

### **The Chris Matthews Show**

Show #729

Length: 30:00

Weekend of April 11-12, 2009

Guests: Dan Rather – HD NET

Katty Kay – BBC

John Heilemann – New York Magazine

Gloria Borger – CNN

Topics: Is President Obama building a lasting democratic majority? Can republicans get their house in order again?

### **The Chris Matthews Show**

Show #733

Length: 30:00

Weekend of May 9-10, 2009

Guests: Katty Kay – BBC

Bob Woodward – The Washington Post

Andrea Mitchell – NBC News

Richard Stengel – Time

Topics: Is President Obama getting the United States into a death trap in Afghanistan and Pakistan? How important should gender, ethnicity and sexual orientation be as factors in the selection of a Supreme Court nominee?

### **The Chris Matthews Show**

Show #734

Length: 30:00

Weekend of May 16-17, 2009

Guests: Savannah Guthrie – NBC News

Howard Fineman – Newsweek

Michelle Norris – NPR

Andrew Sullivan – The Atlantic

Topics: Why is former Vice President Cheney speaking out now against the Obama administration, and are his criticisms affecting President Obama's national security policy decisions? In his Supreme Court justice selection, is President Obama more concerned with making history or avoiding a fight with the right?

The Chris Matthews Show

Show #735

Length: 30:00

Weekend of May 23-24, 2009

Guests: Katty Kay – BBC

Michael Duffy – Time

Jennifer Loven – Associated Press

David Ignatius – The Washington Post

Topics: In the debate over National Security Policy, will President Obama face greater opposition from Dick Cheney and republicans or liberal members of his own party? Has President Obama already launched his 2012 reelection campaign with strategic travel to battleground states?

The Chris Matthews Show

Show #736

Length: 30:00

Weekend of May 30 - 31, 2009

Guests: Helene Cooper – The New York Times

Mark Whitaker – NBC News

Anne Kornblut – The Washington Post

John Heilemann – New York Magazine

Topics: How will Senate Republicans approach the confirmation process for Supreme Court nominee Sonia Sotomayor? Will they attack her as a liberal activist judge or show deference to her to avoid alienating Hispanic voters? How will President Obama approach his foreign trip next week to Egypt, Germany and France? Will he be able to make any progress in the Arab-Israeli conflict?

The Chris Matthews Show

Show #738

Length: 30:00

Weekend of June 13-14, 2009

Guests: Katty Kay – BBC

Claire Shipman – ABC News

Helene Cooper – The New York Times

Norah O'Donnell – MSNBC

Topics: Why has President Obama proved to be a more elusive target for Republican critics than president Clinton was? What explains the “gender paradox” that women workers make less money, on average, than their male counterparts but are more productive employees and feel higher job satisfaction?

The Chris Matthews Show

Show #740

Length: 30:00

Weekend of June 27-28, 2009

Guests: Katty Kay – BBC

Dan Rather – HD Net

Helene Cooper – The New York Times

David Ignatius – The Washington Post

Topics: How exactly does President Obama plan to pay for his healthcare plan, and will the addition of any new taxes in the eventual bill eliminate the possibility of Republican support? Have the street protests in Iran begun a democratic reform movement that will continue for years? Could there be a ripple effect in other Middle Eastern countries?

## McCollum 2010 Election

Reporter: Nick Bogert

5/18/09 6pm

Length: 2:00

Florida Republicans got an instant front-runner in their race for Governor today, when Attorney General Bill McCollum announced his candidacy. Political reporter Nick Bogert says McCollum sounded a lot like the man he wants to replace.

## Obama Meets Israeli Prime Minister

Reporter: Jackie Nespral

5/18/09 6pm

Length: 2:00

At the White House today, President Obama met with Israeli Prime Minister Benjamin Netanyahu and the two leaders jostled over a pair of difficult issues: how to be sure that Iran does not develop nuclear weapons and how best to end the Israeli Palestinian conflict. President Obama wants the US more involved in the middle east but he's up against one of Israeli's most hard-line leaders.

## Supreme Court Justice Appointed

Reporter: Nick Bogert

5/26/09 6pm

Length: 2:30

Judgment day for President Obama who announced his pick to replace justice David Souter on the US Supreme Court. Senate Democrats say they will not waste any time getting the president's Supreme Court pick confirmed quick. Republicans say they want to proceed with caution. If confirmed Sotomayor would become the first Hispanic justice on the nation's highest court. Political reporter Nick Bogart is live in the newsroom with details on what led to Obama's top pick.

**HEALTH CONNECTION****Weight Loss**

Reporter: Diana Gonzalez

4/02/09 11PM

Length: 2:50

Six months ago we told the story of the famed Zone Diet doctor, who invented a new line of food. As part of our story, two 600-pound South Florida men went on the eating plan under the doctor's supervision. Now, 6 months later, Diana Gonzalez shows us just how much weight the men were able to lose.

**Alzheimer's Test**

Reporter: Diana Gonzalez

4/07/09 7PM

Length: 2:20

Is memory loss actually Alzheimer's disease? It has been a medical challenge to give concerned patients a definitive answer. Now, a test used to rule out other brain disorders can be used to pinpoint changes that signal Alzheimer's. Health Connection reporter Diana Gonzalez tells us these changes can sometimes be seen before memory loss sets in.

**Brain Aneurysm**

Reporter: Diana Gonzalez

4/13/09 6PM

Length: 3:45

It's estimated 15 million people have a potentially life threatening condition that can lurk silently in your brain. 2 to 5 percent of the US population has a brain aneurysm and most don't know it. There is a risk of rupture when an artery bulges. Health Connection reporter Diana Gonzalez tells us about a new treatment to remove that risk.

**Colon Cancer**

Reporter: Diana Gonzalez

4/14/09 7PM

Length: 1:50

It is one of the most commonly diagnosed cancers in the US according to the CDC and one that people don't usually like to talk about. Now, there is a free and easy test that you can do at home to help you detect colon cancer. Health Connection Diana Gonzalez reports.

**Colon Cancer Phone Bank**

Reporter: Diana Gonzalez

4/14/09 5pm to 7:30pm

Colon cancer information phone bank.

### Autism

Reporter: Diana Gonzalez

4/16/09 6PM

Length: 2:15

It can be a frustratingly complex disorder that affects 1 in 150 children born every day. Health Connection reporter Diana Gonzalez reports how a family tragedy in the news this week has advocates pushing for more understanding about Autism and Asperger's Syndrome.

### Cancer Diagnosis

Reporter: Diana Gonzalez

4/23/09 7PM

Length: 2:30

Facing a cancer diagnosis is a life-altering experience. But you don't have to go through it alone. A South Florida hospital is helping patients navigate the often frightening path. Health Connection reporter Diana Gonzalez tells us about an important milestone for the program.

### Swine Flu

Reporter: Diana Gonzalez

4/30/09 7PM

Length: 2:15

Tonight the number of confirmed swine flu cases in the United States tops 100 people in eleven states. Still no confirmed cases in Florida, though NBC 6 has learned many more samples have been sent to labs across the state for testing. Florida Surgeon General says the state has referred three suspected cases to the Centers for Disease Control for more testing. One of those cases is in Broward. Health Connection reporter Diana Gonzalez is live with the latest from health officials.

### Diet Intervention

Reporter: Diana Gonzalez

5/12/09 7PM

Length: 2:45

There is a new reality show targeting South Floridians in need of a diet intervention. Health Connection reporter Diana Gonzalez introduces you to the show's star behind the weight loss.

### SPF Confusion

Reporter: Diana Gonzalez

5/14/09 11PM

Length: 2:00

Is bigger really better? We are talking about your SPF sunscreen. Many companies are playing the numbers game with one manufacturer releasing a sunscreen product claiming triple-digit coverage. Health reporter Diana Gonzalez uncovers the best sunscreen for your body in tonight's Consumer Investigative Report.



### Beauty Vs. Health

Reporter: Diana Gonzalez

5/15/09 7PM

Length: 2:15

Women's worries over weight is causing a big disconnect with their health. A new poll suggests physical fitness is less valued in favor of a good body image. Health reporter Diana Gonzalez shows us what women really think.

### Energy Drink

Reporter: Amara Sohn

5/19/09 11PM

Length: 1:45

For a quick pick-me-up, a lot of us turn to coffee or an energy drink. But how about a beverage that also perks up your mind? Amara Sohn reports on a new drink with contains L-Theanine.

### Smokeless Cigarettes

Reporter: Diana Gonzalez

6/3/09 11PM

Length: 2:15

It's a new way to smoke but without the nicotine, tar and second-hand smoke. Some people are calling the fad fun – with a healthy benefit, while others say it's potentially dangerous. So why has it been banned in some other countries? Health Reporter Diana Gonzalez explains.

### Kids Health

Reporter: Jeff Burnside

6/18/09 11PM

Length: 2:00

School is out, summer is almost here, and that means dozens of kids will spend time at camps. This season, parents are being urged to pay special attention to their kids' health over fears of swine flu. As Jeff Burnside explains, one church sponsored camp is already under scrutiny.

## **ECONOMY**

### Wall Street Journal Report with Maria Bartiromo

This is a half-hour weekly show series that delivers the last word in financial information and a first look at the business week ahead. Maria Bartiromo serves as host and managing editor.

### Wall Street Journal Report with Maria Bartiromo

Length: 30:00

Weekend of April 11-12, 2009

Maria Bartiromo reports from London.

Guests: Robert Doll, BlackRock Voice Chairman and Global CIO of Equities; David Cameron, British Conservative Party Leader; and Arthur and Pauline Frommer, of Frommer's Travel Books and Frommers.com

### Wall Street Journal Report with Maria Bartiromo

Length: 30:00

Weekend of May 9-10, 2009

Guests: Michael Spence: Noble Prize winning economist and Stanford University Professor; Jason Kilar: CEO of Hulu.com and William Jordon: Sentinel Capital Management President.

### Wall Street Journal Report with Maria Bartiromo

Length: 30:00

Weekend of May 23-24, 2009

Guests: John Ryding: Chief Economist at RDQ Economics; Gary Bagley: Executive Director at New York Cares, an organization that helps unemployed white collar workers find volunteer work; Joshua Ramo: Author and Managing Director of Kissinger Associates.

### Wall Street Journal Report with Maria Bartiromo

Length: 30:00

Weekend of May 30-31, 2009

Guests: Abby Joseph Cohen: President of Global Market Institute, Goldman Sachs; David Calhoun: Chairman and CEO of Nielsen; Suzy Welch: Author.

#### Financial Fix

Reporter: Claudia Docampo

4/13/09 11PM

Length: 2:15

With many South Floridians struggling to find jobs and pay bills, foreclosures are on the rise. Tonight, a South Florida Congresswoman held a town hall meeting to help locals come up with a financial fix. Claudia Docampo reports live from Weston.

#### Pirates: South Florida Impact

Reporter: Willard Shepard

4/14/09 11PM

Length: 2:45

The attack on a US ship last week brought the pirate problem overseas right to our shores. It is an issue that not only affects crews taking to international waters but one that is also hitting us all in the pocketbook. The CIU's Willard Shepard shows us how events a world away are being felt in South Florida.

#### Economy Turnaround

Reporter: Kristen Dahlgren

5/5/09 6PM

Length: 1:45

Could the economy be showing signs of a turnaround? Wall Street had an eye on the bankers today as the Chairman of the Federal Reserve testifies before Congress on the current state of the economy. Ben Bernanke says he thinks the economy may be on the road to recovery. Kristen Dahlgren reports.

**CONSUMER CONNECTION****Money Matters**

A segment dedicated to bringing viewers valuable information about consumer related issues.

**Money Matters – Gilt –Y Savings**

Reporter: Joel Connable

4/10/09 7PM

Length: 2:45

Do you love designer brands? Do you love designer clothes? Would you love to save 70 percent on everything you buy? On this Money Matters report, Joel Connable reports on how to take advantage of some guilty savings.

**Money Matters – Tax Day Tips**

Reporter: Joel Connable

4/14/09 7PM

Length: 3:00

In our Money Matters report tonight, just hours away from tax day, we're joined by financial planner Todd Battaglia, President of Meg Green and Associates. They share some last minute tips to help you.

**Money Matters – Recession Bottoming Out?**

Reporter: Sharon Lawson

5/12/09 11PM

Length: 2:00

Unemployment is one the rise and overall economic activity is falling. But there are "some" signs that the rate of decline is slowing. Is the recession bottoming out? And what does this mean for your wallet? In tonight's Money Matters report, Sharon Lawson is live in Satellite Center with what experts are saying?

**Start Own Business**

Reporter: Willard Shepard

4/05/09 11PM

Length: 2:45

So you are out of work and nobody is calling you back about your resume? Now could be the time for you to take matters into your own hands. Tonight, the CIU's Willard Shepard shows you how to start your own firm.

### Resume Rip-off

Reporter: Willard Shepard

4/07/09 11PM

Length: 3:00

Thousands of people looking for work are posting their resumes on popular websites like Craig's List. Tonight our Consumer Investigative Unit reveals how that can turn into a resume rip-off. The CIU's Willard Shepard got exclusive access with US Postal Inspectors.

### Wackenhut Dropped

Reporter: Jeff Burnside

4/10/09 11PM

Length: 2:15

Miami-Dade County is dropping security giant Wackenhut. An NBC 6 CIU Investigation in 2007 exposed millions of dollars in alleged fraudulent systematic over-billing of taxpayers by Wackenhut. The County Manager announced he's severing ties with Wackenhut and banning them from doing more county business for several years. Jeff Burnside of our Consumer Investigative Unit broke this story two years ago and has today's developments.

### Homeowner's Insurance Switch

Reporter: Jeff Burnside

4/14/09 11PM

Length: 3:00

Imagine having your homeowner's insurance policy "switched" to another company and being billed without you approving it. That's what one South Florida man says happened when he responded to an ad to "lower" his insurance. Consumer Investigative Unit reporter Jeff Burnside uncovers what happened and why state regulators are concerned.

### Foreclosure Mediation

Reporter: Willard Shepard

4/22/09 11PM

Length: 2:45

There may soon be new hope for homeowners who received those dreaded foreclosure documents. Tomorrow, Miami-Dade courts will announce their plan to require mediation between banks and homeowners before banks can take your house. Consumer Investigative Unit reporter Willard Shepard has an exclusive inside look at the new effort to save your property and clear the clogged court system.

### Lash for Cash

Reporter: Diana Gonzalez

4/23/09 11PM

Length: 3:00

Women spend a lot of time and money to get longer eyelashes. We glue on fake ones, and use mounds of mascara. Now, there is a simple liquid to safely grow lush lashes. CIU Health Reporter Diana Gonzalez shows how this recently approved medication works.

### Cut Your Costs

Reporter: Willard Shepard

4/30/09 11PM

Length: 2:25

Cutting costs is a priority with almost everyone these days. Now a South Florida company is making it possible to see and sign up for new, cheaper deals on just about every monthly bill you have. The CIU's Willard Shepard shows how you can do it all in one place.

### Car Payment Switch

Reporter: Willard Shepard

5/06/09 7PM

Length: 2:45

You buy can new car from a South Florida dealer, agree on a price and payment amount. Or do you? One couple was driven into a car payment controversy when their payment suddenly shot up. The CIU's Willard Shepard investigates this possible costly problem.

### Insurance Fraud Bust

Reporter: Jeff Burnside

5/07/09 11PM

Length: 2:35

Car crashes staged and turned into a profit from phony insurance claims is a type of fraud that hits every driver in the pocketbook. Tonight, in a CIU exclusive, we show you the elaborate scheme the culprits were cashing in on.

### Upside Down Homes

Reporter: Willard Shepard

5/07/09 7PM

Length: 3:00

The number of upside down homeowners in South Florida keeps rising as real estate values drop. That means, they now owe more on their house than it's worth. Some are just ready to walk away. The CIU's Willard Shepard reveals how bad the problem is and has new advice on possible solutions.

### Upside Down Car

Reporter: Bob Mayer

5/13/09 11PM

Length: 2:30

Thousands of people are driving an upside down car. It's costing them big money. In this CIU report, Bob Mayer shows why your car loan is putting you upside down and what to do about it now that money is tighter than ever.

### High Tech Home Sales

Reporter: Willard Shepard

5/14/09 11PM

Length: 2:45

Home sales are going high-tech here in South Florida, with thousands of homes being auctioned off in this real estate downturn. A local company is making it possible to bid on one without ever actually going to the auction. The CIU's Willard Shepard shows us how it works.

### Get It Sold

Reporter: Jeff Burnside

5/19/09 11PM

Length: 2:15

It's harder than ever to sell a home for a good price in this real estate market. But there are tricks of the trade. Simple things you can do to get it sold sooner. The CIU's Jeff Burnside shows us how.

### Mayor Ethics

Reporter: Willard Shepard

5/27/09 11PM

Length: 3:30

Tomorrow the newly elected Mayor of North Miami Beach will find out if an ethics investigation targeting him will continue. Did he use influence to skirt proper building procedures when putting additions on his home? The CIU's Willard Shepard uncovers the allegations, which the Mayor says are unfounded and plotted by political opponents.

### Rental Rip-off

Reporter: Jeff Burnside

6/3/09 7PM

Length: 2:45

Imagine your home put up for rent by someone you don't even know? Tonight the NBC6 Consumer Investigative Unit exposes a rapidly growing rental rip-off scam targeting South Florida. The CIU's Jeff Burnside explains why it may be so tempting to fall for it.

Deals or Steals

Reporter: Willard Shepard

6/9/09 11PM

Length: 3:00

Craigslist is one of the most popular places for consumers finding and buying almost any product. But tonight a warning: is it a steal or a deal? Police say many people are being scammed by fraudulent and stolen goods offered online and you could be a victim.

Willard Shepard has the story of a man who claims he made an offer to buy back his own property.



### **ETHNIC POLARIZATION**

NBC 6 is committed to airing programming that addresses issues of interest and concerns to its diverse audience.

Hispanic Today

Episode #830

4/10/09 – 4/12/09

Length: 30:00

Evans Garcia: A Bataan veteran looks back at one of America's darkest days

In the earliest days of World War II, America was far from the superpower it would later become. Woefully outmatched by superior Japanese forces, the Americans fought valiantly to save the Philippines from falling to Japan. Many of the soldiers selected to protect our strategic allies in the South Pacific were Hispanic. These bilingual soldiers could better communicate with the Spanish-speaking Filipinos. Despite a brave fight, the allies fell and tens of thousands of American POWs would endure one of the worse crimes in history: The Bataan Death March. Made to march up to 100 miles with no food or water, many soldiers did not make it. Others like Evans Garcia somehow persevered and spent years of harsh treatment in a prison camp. We meet Evans Garcia a hear firsthand how he stood his ground even in the face of Japanese firing squad.

Tina Cordova: Climbing the ladder of success right to the rooftops of Albuquerque

As a young single mother in college, the last thing on Tina Cordova's mind was starting her own business. She believed her future to be in restaurant management and she excelled in her field. However, in time, the restaurant business proved less than fulfilling and Tina set her sights high; to the rooftops of Albuquerque where she started her own construction business. That was two decades ago and Tina's business, Qestion Construction, is one of the most successful roofing companies in the Desert Southwest. Tina shares with us her own blueprints for success, even in a male dominated industry.

USHCC Business Expo: A place to see and be seen

It is one of the most heavily attended events at the USHCC Annual Convention: The Business Expo. It is a chance for entrepreneurs to gain exposure for their own products and services, as well as network with other companies. We take you to the most recent USHCC Business Expo in San Juan and show you why you certainly will not want to miss the next one in Sacramento.

Hispanic Today

Episode #832

4/24/09 – 4/26/09

Length: 30:00

Septime Webre: Washington's "Pled Piper of Dance."

At one time, ballet was thought to be a form of entertainment accessible only by those with a certain wealth and sophistication. Since then, times have change and so has ballet; thanks to a Cuban-American ballet impresario named Septime Webre, ballet has taken a more egalitarian turn and is enjoying a popular renaissance in the nation's capital. We take you backstage with Webre, artistic director of the Washington Ballet, and see how the man critics call the "Pled Piper of Dance" is reaching out to audiences previously ignored and bringing them in to see a more modern version of an old art form. Webre also shares with us his memories of being the first American ballet company to perform in Cuba in more than forty years.

Carmen Dominguez: From Homemaker to House Builder

When she was just starting out her adult life, everyone thought Carmen Dominguez had it made. But this doctor's wife wasn't satisfied with being a homemaker. Instead, she wanted to build houses. Now, with her children grown, this native of Puerto Rico is doing just that. Carmen is an award-winning custom home builder sitting at the top of Orlando, Florida's ultra-competitive residential real estate market. Her homes are more than bricks and mortar. Rather, Carmen views each one as her own personal creation tailored exclusively to each buyer's unique personality. In this story, we meet Carmen and see firsthand how it's never too late to start a new career, no matter how ambitious that career might be.

El Charro: Unlocking the flavor of Carne Seca

In our last episode of Hispanics Today, we took you to Tucson, Arizona's legendary El Charro, hailed as the first Mexican restaurant north of the border. In this episode, we return to El Charro for a unique look at how they prepare their signature dish, Carne Seca. Most people know it as "beef jerky", however, El Charro's Carne Seca goes way beyond the pre-packaged bags of dried beef found at convenience stores. You've heard the warning "don't try this at home!" After watching how El Charro prepares its Carne Seca, you'll understand why.

Hispanic Today

Episode #833

5/1/09 – 5/3/09

Length: 30:00

Conversen Latino: Touching Young Lives Step by Step

We dedicate this episode to one of the young men featured prominently in this story. After our interview with dancer Wilfredo Trevino, Jr. he was killed by a drunk driver in Philadelphia. Wilfredo was one of the brightest dancers mentored by Hector Serrano, a one-time dance club entrepreneur who went on to found one of Philadelphia's most successful after-school dance programs. We meet Hector and see how he's turning young lives around step-by-step through dance. One of his shining stars was Wilfredo Trevino, Jr. who treats us to one of the final dance performances of his young life.

Goya: From Canned Sardines to a Canned Goods Giant

It was its founder's love of tiny sardines that put Goya on its way to becoming a food giant. 70 years later, the distinctive blue and yellow label is a fixture on supermarket shelves from coast to coast. In many stores, entire aisles are devoted exclusively to Goya's many varieties of canned goods geared to Hispanic tastes. Rooted in Spain, founded in a New York storefront and today, headquartered in New Jersey, Goya is a canned and packaged food powerhouse. We visit the Goya headquarters and get a firsthand view at why Goya has become a household name for generations of Hispanic families.

Dr. Elmer Huerta: America's Top Cancer Fighter

In Latin America, Dr. Elmer Huerta is a media celebrity, and a well-known host of a radio medical show. In the United States he is charged with one of the most serious jobs in medicine. As president of the American Cancer Society, it is Huerta's responsibility to marshal the tremendous medical, financial and research resources into one cohesive effort to combat the scourge of cancer. We meet this dynamic doctor, the first Latino president in the American Cancer Society's 94-year history.

Hispanic Today

Episode #834

5/8/09 – 5/10/09

Length: 30:00

Tony Plana: Mentoring young theatre hopefuls in East LA

We all know Tony Plana from his hit TV show Ugly Betty. But when Tony is not drawing laughs as Betty's father Ignacio Suarez, he wears a paternal hat of a different kind. In this story we follow Tony to a tiny playhouse in East Los Angeles where he mentors a whole new generation of Hispanic theatre hopefuls. As Tony tells us, it hasn't been all that long ago when he was in their shoes and this is his way of providing hope, encouragement and instruction to the young men and women who could prove to be tomorrow's superstars.

Toyota: Making inroads to the Hispanic Market

For 50 years Toyota cars have been fixtures on America's roads. It is the world's number one automobile producer and is locked in a fierce competition to top the Detroit-dominated American market. In this segment, we go behind the scenes at Toyota and see why there's more to this auto giant than quality cars and trucks. Good corporate citizenship is part of its formula for success. We'll see how some of Toyota's best and brightest employees are reaching out to help promising young Latinos.

Roxana Lissa: Perseverance pays off for this Latina advertising pro.

When Roxana Lissa came to the US from her native Argentina, she knew she had a unique perspective on her fellow Hispanic customers corporate America desperately wanted to reach. After learning the ropes in public relations, she launched her own P.R./Advertising firm. Today, her portfolio of clients contains some of the world's most recognized companies. We meet Roxana and see how perseverance and persistence have landed her atop the world of public relations.

Hispanic Today

Episode #835

5/15/09 – 5/17/09

Length: 30:00

Actor Tony Plana: Tackling the Topic of Immigration for Ugly Betty

You can now count immigration among the list of sensitive topics television sitcoms have taken on with humor. Recently, the hit ABC-TV program Ugly Betty used laughter to help diffuse this politically sensitive issue. The actor charged with the task of pulling this off with grace and dignity was none other than Hispanic Hollywood legend Tony Plana. In this episode of Hispanic Today, we go one-on-one with Tony and learn how he approached this difficult role.

Federal Jobs: A Shortage of Government Workers Spells Opportunity for Latinos.

It is no secret, the first wave of "Baby Boomer" retirements promises to take a huge bite out of the private sector workforce. However, Uncle Sam is also not immune to this imminent "brain drain." To remain competitive, the Federal Government has launched an all-out media blitz to recruit talented Hispanics for jobs in public service. We'll visit with President Bush's top hiring director, Linda Springer, and see what incredible opportunities exist. We'll also meet one of the first young Latino professionals to take advantage of this hiring bonanza; Dr. Luis Valerio, a brilliant food and drug scientist at the FDA in Maryland.

Jose Hernandez: Mariachi Impresario

Thanks in large part to Jose Hernandez of Los Angeles, Mariachi has moved mainstream and has become big business reaching far beyond neighborhood restaurants and ethnic festivals. Hernandez is one of the brightest and most successful "Mariachi Entrepreneurs" in the music business and, in addition to his financial success, his passion for the music of his heritage burns brighter than ever. We'll meet Jose Hernandez on Hispanics Today.

Hispanic Today

Episode #836

5/22/09 – 5/24/09

Length: 30:00

Tony Plana: Hollywood's Hispanic Patriarch

After three decades in show business, actor Tony Plana has earned the title of Hollywood Patriarch. Few Hispanic actors can equal his longevity and success. Since starting with a bit part in the 1970's sitcom *What's Happening?* Tony's career has taken him from the big screen to the small screen to the boards of Broadway. He has played a terrorist on *24* and the Secretary of State on *West Wing*. Now he enjoys critical acclaim as the father on ABC's hit show *Ugly Betty*. We visit with Tony and look back over his long and successful career.

Hispanic College Fund: Helping Make Higher Education Possible

Recent surveys show that among Hispanics who want to go to college, some 98 percent have reservations about how they'll afford it. In response to this disconnect between wants and means, The Hispanic College Fund started. Back in the early 1990's a letter to a magazine editor provided the spark to start the fund. In the letter, a bright Hispanic student wrote about his despondency over not being able to afford college. That letter struck a chord with scores of Hispanic entrepreneurs. Two decades later, The Hispanic College Fund has turned into a multi-million dollar fundraising juggernaut with one sole mission; to help more Hispanics go to college.

Ruben Martinez: From Barber to Bookseller

It started as a small rack of books in his barbershop. It turned into Libreria Martinez, one of the largest Hispanic bookstores in the country with two locations in greater Los Angeles. Ruben Martinez is still a barber, although he doesn't cut as much hair as he once did. This Latino is on a literary mission to help more young Hispanics find a love of learning through books.

Hispanic Today

Episode #837

5/29/09 – 5/31/09

Length: 30:00

Maria Welch: Breathing New Life Into Small Business

Her business is called Respira Medical, a memorial to her father who had difficulties breathing after inhaling asbestos working in the iron factory in his native Colombia. Now seven years after she started it, Maria Welch's Respira Medical is a thriving home respiratory care provider in greater Baltimore. It wasn't easy; Maria had twice been homeless after her arranged marriage fell apart. She had no credit and, at the dawn of the 21<sup>st</sup> century, her future prospects seemed rather bleak. However, with the help of women's business groups and the SBA, Maria persisted and her business today is more than a memorial to her late father. It is a testament to Latina entrepreneurship.

Andrea White: Safeguarding Privacy at Toyota

In the corporate pecking order, the CEO and CFO are right up at the top. Everyone knows what those letters stand for. But what about “CPO?” In addition to its common usage as a rank in the Navy, the CPO is fast catching on as an acronym for “Chief Privacy Officer.” At Toyota, the world’s largest carmaker, the task of safeguarding sensitive personal information for millions of customers and employees falls into the able hands of a Latina. Andrea White shares with us some important privacy tips that may prove crucial in today’s heightened environment of identity theft and breaches of privacy.

John Trasvina: Mexican American Legal Defense Fund

When he was a child, he was moved by the leadership of Robert F. Kennedy. From that point on, John Trasvina knew he would spend the rest of his life following the examples set by RFK. Forty years later, he heads MALDEF, the Mexican American Legal Defense Fund, dedicated to giving a voice to millions of Hispanics who might otherwise be lost in the complex legal system. In this segment, we profile this brilliant Latino lawyer who, under President Bill Clinton, was the highest ranking Latino at the United States Department of Justice.

Hispanic Today

Episode #838

6/5/09 – 6/7/09

Length: 30:00

Ceja Vineyards: NAPA Valley’s Hispanic Winery

Growing up in California in the 1960’s, Amelia Ceja dreamed big things while picking the grapes that would become some of America’s best wines. Today she took all that knowledge gleaned from the fields and bottled it. Literally! As head of NAPA Valley’s most critically acclaimed “boutique wineries,” Amelia selects only the finest wines to bottle, serve and sell to her growing base of loyal customers. Amelia admits her goal is not to be the biggest NAPA winery, but the best. Her Ceja Vineyards give Hispanic vintners a valuable place at the table.

Toyota International Teacher Program: Lessons from Costa Rica

Each year, Toyota, the world’s largest carmaker, selects a handful of teachers and sends them on an educational mission. The goal is to provide teacher’s on-site exposure to locations around the world, hoping they’ll bring home to their classrooms lessons learned in the field. In this segment of Hispanics Today, we go to Costa Rica and see why the environmental and ecological treasures found only in this Latin American paradise are so crucial to the Toyota International Teacher Program.

Decision 2008: Could Hispanics Decide The Next President?

The 2008 Presidential election promises to be one of the most historic contests in history. For the first time ever, either a woman or an African American will head the ticket of the Democratic Party. And for the first time ever, it is likely the growing base of new Hispanic voters could well hold the trump card to decide who will win. We will see firsthand how all of the candidates are going out of their way to court the cherished Latino vote.

Hispanic Today

Episode #839

6/12/09 – 6/14/09

Length: 30:00

Evans Garia: A Bataan veteran looks at one of America's darkest days

In the earliest days of World War II, America was far from the superpower it would later become. Woefully outmatched by superior Japanese forces, the Americans fought valiantly to save the Philippines from falling Japan. Many of the soldiers could better communicate with the Spanish speaking Filipinos. Despite a brave fight, the allies fell and tens of thousands of American POWs would endure one of the worst war crimes in history; The Bataan Death March. Made to march up to 100 miles with no food or water, many soldiers did not make it. Others like Evans Garcia somehow persevered and spent years of harsh treatment in a prison camp. We meet Evans Garcia and hear firsthand how he stood his ground even in the face of a Japanese firing squad.

Tina Cordova: Climbing the ladder of success right to the rooftops of Albuquerque

As a young single mother in college, the last thing on Tina Cordova's mind was starting her own business. She believed her future to be in restaurant management and she excelled in her field. However, in time, the restaurant business proved less than fulfilling and Tina set her sights high; to the rooftops of Albuquerque where she started her own construction business. That was two decades ago and Tina's business, Qestion Construction, is one of the most successful roofing companies in the Desert Southwest. Tina shares with us her own blueprints for success, even in a male dominated industry.

USHCC Business Expo: A place to see and be seen

It is one of the most heavily attended events at the USHCC Annual Convention: The Business Expo. It is a chance for entrepreneurs to gain exposure for their own products and services, as well as network with other companies. We take you to the most recent USHCC Business Expo in San Juan and show you why you certainly will not want to miss the next one in Sacramento.

Hispanic Today

Episode #840

6/19/09 – 6/21/09

Length: 30:00

Ricardo Morales: Making beautiful music in Philadelphia

Growing up in Puerto Rico, Ricardo Morales' first experience with music was singing traditional Christmas carols door-to-door with his family. Soon he advanced to playing bongos, then found his passion; the clarinet. His early talents led him to San Juan's prestigious Escuela Libre de Musica where he honed his skills to a professional level. Today, at 35, he has hit the big time as principal clarinetist for the Philadelphia Orchestra. We meet Ricardo and learn where he finds his musical inspiration.

Irma Elder: From one small car dealership to an automotive empire

Twenty five years ago, Irma Elder was forced by necessity to learn the ropes of the competitive automotive business. Her husband, who started a car dealership in the 1960's had died and left Irma to the top job. Since then she has risen to the occasion and built the Detroit-based auto group into the leading seller of not just Fords, but also Jaguar and Saab. Find out from Irma that anything is possible, even in the aftermath of terrible adversity.

El Charro: Restaurant, tourist attraction, beloved Tucson landmark

For both locals and tourists alike, a stop at Tucson's landmark El Charro restaurant is a must when in the mood for Mexican food. Founded nearly a century ago by an ambitious Mexican woman in what was then wild American frontier territory, El Charro has remained a stop on the culinary road map ever since. We take you on a tour of El Charro, still recognized as the United States' first authentic Mexican restaurant and meet Carlotta Flores, the chef and owner who still keeps the tradition going... a tradition of strong Latinas who've managed El Charro for nine decades.

Hispanic Today

Episode #841

6/26/09 – 6/28/09

Length: 30:00

Septime Webre: Washington's "Pled Piper of Dance."

At one time, ballet was thought to be a form of entertainment accessible only by those with a certain wealth and sophistication. Since then, times have changed and so has ballet; thanks to a Cuban-American ballet impresario named Septime Webre, ballet has taken a more egalitarian turn and is enjoying a popular renaissance in the nation's capital. We take you backstage with Webre, artistic director of the Washington Ballet, and see how the man critics call the "Pled Piper of Dance" is reaching out to audiences previously ignored and bringing them in to see a more modern version of an old art form. Webre also shares with us his memories of being the first American ballet company to perform in Cuba in more than forty years.

Carmen Dominguez: From Homemaker to House Builder

When she was just starting out her adult life, everyone thought Carmen Dominguez had it made. But this doctor's wife wasn't satisfied with being a homemaker. Instead, she wanted to build houses. Now, with her children grown, this native of Puerto Rico is doing just that. Carmen is an award-winning custom home builder sitting at the top of Orlando, Florida's ultra-competitive residential real estate market. Her homes are more than bricks and mortar. Rather, Carmen views each one as her own personal creation tailored exclusively to each buyer's unique personality. In this story, we meet Carmen and see firsthand how it's never too late to start a new career, no matter how ambitious that career might be.



El Charro: Unlocking the flavor of Carne Seca

In our last episode of Hispanics Today, we took you to Tucson, Arizona's legendary El Charro, hailed as the first Mexican restaurant north of the border. In this episode, we return to El Charro for a unique look at how they prepare their signature dish, Carne Seca. Most people know it as "beef jerky", however, El Charro's Carne Seca goes way beyond the pre-packaged bags of dried beef found at convenience stores. You've heard the warning "don't try this at home!" After watching how El Charro prepares its Carne Seca, you'll understand why.

Our World with Black Enterprise

Show No. 65R

Week of 04/06/09

Total Running Time: 28:30

Our Headliner is the Chair of the Republican National Committee and former Lt. Governor of Maryland, Michael Steele.

Our Roundtable examines the high drop out rate among African American high school students with panelists Michael Wotorson, chairman of the "Campaign for High School Equity"; Marc Morial, president and CEO of the National Urban League; and Cleveland Beckett Jr., Chief of Staff for New York City Councilman Larry Seabrook.

Our Slice of Life profiles Professor Ted Delaney, Chair of the African American Studies department at Washington and Lee University.

Our World with Black Enterprise

Show No. 46R

Week of 04/13/09

Total Running Time: 29:20

We extend our Roundtable discussion with the authors of the book "The Bond: Three Young Men Learn to Forgive and Reconnect with Their Fathers." These three doctors, Sampson Davis, Rameck Hunt and George Jenkins, share the powerful story that proves it's never too late to seek out a relationship with an absent father.

And our Slice of Life profiles Majora Carter, founder of Sustainable South Bronx, the organization dedicated to transforming a part of New York City into an environmentally friendly community.

Our World with Black Enterprise

Show No. 34R

Week of 04/20/09

Total Running Time: 28:30

Our Headliner is Max Siegel, President of Global Operations for Dale Earnhardt Inc. Siegel is the only African American employee and the highest African American team executive in NASCAR.

The Roundtable discussion focuses on depression and mental illness as it relates to the African American community. The panelists include Dr. Janet Taylor, clinical psychiatrist at Harlem Hospital; Terri Williams, author of “The Black Pain” and mental advocate; and Terahshea McCray, who found out while going through a divorce and couple’s therapy that he was suffering from depression.

The Slice of Life profiles Judge Glenda Hatchett, the person behind the syndicated courtroom reality show that premiered in the Fall of 2000. She serves as a national spokesperson for CASA (Court Appointed Special Advocates), a non-profit volunteer organization that trains volunteers to represent abused and neglected children and help them navigate the court system.

Our World with Black Enterprise

Show No. 69

Week of 04/27/09

Total Running Time: 28:30

“President Obama’s First 100 Days”

Our Reporters’ Roundtable examines the first 100 Days of President Barack Obama’s administration with panelists: Pam Gentry, senior political analyst at bet.com; Derek T. Dingle, senior vice president and editor-in-chief of Black Enterprise; and Michelle Bernard, president and CEO of Women’s Independent Forum.

Our World with Black Enterprise

Show No. 70

Week of 05/04/09

Total Running Time: 28:30

On this edition of Our World with Black Enterprise, we look at part one of “The State of Black America” with panelists William Julius Wilson, author and Harvard University Professor; Warren Ballentine, attorney, author and nationally syndicated radio host; and Terence Samuel, deputy editor of “The Root”

Our World with Black Enterprise

Show No. 71

Week of 05/11/09

Total Running Time: 28:30

On this edition of Our World with Black Enterprise, we continue our examination of “The State of Black America”, part 2. Our panelists include Stanley Crouch, columnist at the New York Daily News; Errol Louis, also a columnist at the New York Daily News; and Manning Marable, professor of African American Studies at Columbia University.

Our World with Black Enterprise

Show No. 73

Week of 05/25/09

Total Running Time: 28:30

On this edition of Our World with Black Enterprise, we are on location at the 2009 Black Enterprise Entrepreneurs’ Conference in Detroit, featuring a one-on-one conversation with director/film maker Spike Lee about making movies, politics and his next project.

Our World with Black Enterprise

Show No. 67R

Week of 06/01/09

Total Running Time: 28:30

This week on Our World with Black Enterprise, we recognize the 100<sup>th</sup> anniversary of the NAACP, the oldest and largest civil rights organizations in the country, with President and CEO Benjamin Jealous.

The Slice of Life segment profiles former Tuskegee Airman Lee Archer, who talks about his experience seeing the inauguration of the country’s first African American Commander-In-Chief.

Our World with Black Enterprise

Show No. 68R

Week of 06/08/09

Total Running Time: 28:30

On this special edition of Our World with Black Enterprise, singer Charlie Wilson discusses both his new hit single, “There Goes My Baby”, and his personal battle against prostate cancer. Plus we profile two Harlem Hospital doctors, Alfred Ashford and Gerald Hoke, who treat prostate cancer patients in their community.

Our World with Black Enterprise

Show No. 69R

Week of 06/15/09

Total Running Time: 28:30

“President Obama’s First 100 Days”

Our Reporters’ Roundtable examines the first 100 Days of President Barack Obama’s administration with panelists: Pam Gentry, senior political analyst at bet.com; Derek T. Dingle, senior vice president and editor-in-chief of Black Enterprise; and Michelle Bernard, president and CEO of Women’s Independent Forum.

Our World with Black Enterprise

Show No. 70R

Week of 06/22/09

Total Running Time: 28:30

On this edition of Our World with Black Enterprise, we look at part of one of “The State of Black America” with panelists William Julius Wilson, author and Harvard University Professor; Warren Ballentine, attorney, author and nationally syndicated radio host; and Terence Samuel, deputy editor of “The Root.”

**ENVIRONMENT**

## Going Green

Reporter: Jeff Burnside

4/8/09 11PM

Length: 1:50

When you think of Glamour Magazine you think of celebrities. Miley Cyrus is on the cover of the new May issue. But for a recent issue of Glamour, think Green and Miami's own Rebecca Carter. She's not a household name, but Jeff Burnside explains why she made it into the popular magazine in tonight's Going Green report.

## Going Green

Reporter: Jeff Burnside

4/29/09 11PM

Length: 2:00

It's a one of a kind South Florida School that's going as green as you can get, from how it's built, to the students and even what they study. Jeff Burnside gets the first look in tonight's Going Green report.

## Going Green

Reporter: Arlene Borenstein

5/6/09 11PM

Length: 2:00

From its name to its products, a new South Florida boutique is going green with unique style. Arlene Borenstein gives you a fashionable first look in tonight's Going Green.

## Going Green

Reporter: Jeff Burnside

5/13/09 11PM

Length: 1:30

One of the biggest users of electricity in your home is your TV set. So if you want to go green, there is now a new kind of TV set that uses a lot less energy. Jeff Burnside has the report on tonight's Going Green.

## Going Green

Reporter: Arlene Borenstein

6/10/09 11PM

Length: 2:25

The City of Plantation is taking its green machine one step forward. This time the city is using a grant to offer its residents a hundred dollar credit for purchasing "high efficiency" toilets. Arlene Borenstein has the details in tonight's Going Green.

Going Green

Reporter: Kelly Craig

6/24/09 11PM

Length: 2:30

Some South Florida High School students are Going Green where the wheels meet the road. They have built their own solar powered car. In tonight's Going Green, Kelly shows how it's helping them learn a better understanding of renewable energy.

### **DIGITAL TV TRANSITION**

The switch to digital television took place on Friday, June 12, 2009. During the last week before the transition, WTVJ aired several reports that provide useful and critical information about the switch to digital television.

#### **DTV – Affordable Digital TVs**

Reporter: Joe Carter

6/7/09 11PM

Length: 2:00

In less than a week you may not be able to watch your TV anymore. On June 12<sup>th</sup>, the switch to digital television will be complete and experts say millions of people still won't be ready. Joe Carter gives us a look at how to make the switch on the cheap.

#### **DTV**

Reporter: Joe Carter

6/8/09 11PM

Length: 2:00

In just four short days, TVs across America, including NBC 6, will make the digital switch. If you watch TV on cable or satellite, you are covered. Otherwise, you might need to make an adjustment. Here is Joe Carter with what you need to know.

#### **DTV – Coupons**

Reporter: Joe Carter

6/9/09 11PM

Length: 2:00

Joe Carter reports on DTV coupons.

#### **DTV – Recycling Your Old TV Sets**

Reporter: Joe Carter

6/10/09 11PM

Length: 2:00

Once the digital transition is complete, older TV sets will need a converter box to work. For those getting new digital TV sets, Joe Carter reports on how to recycle the old ones.

#### **DTV – Hurricane Preparedness and DTV**

Reporter: Joe Carter

6/11/09 11PM

Length: 2:00

Joe Carter reports on critical information to stay tuned after the digital transition is complete to stay informed during hurricane season.

DTV – Affordable Digital TVs

Reporter: Joe Carter

6/12/09 5AM

Length: 2:00

Today, June 12<sup>th</sup>, the switch to digital television will be complete and experts say millions of people still won't be ready. Joe Carter gives us a look at how to make the switch on the cheap.



**MISCILLANEOUS**

Spirit of South Florida

Reporter: Julia Yarbough

4/10/09 6PM

Length: 2:00

Being a teacher is not just about instructing students; it is also about shaping young minds, fostering talent. That is something one Miami-Dade educator knows a little bit about. Her work, as Julia Yarbough reports, is tonight's Spirit of South Florida.

Spirit of South Florida

Reporter: Julia Yarbough

4/17/09 6PM

Length: 2:15

They say the best things in life are free. One South Florida Cancer doctor has taken that concept to a life saving level, helping women who have lost their jobs; therefore their insurance. Julia Yarbough has tonight's Spirit of South Florida.